Handling the NO

contactscience

*Skills training for MSP Appointment Setters*

No matter how good the opening script, the first response an appointment setter hears when they ask for an appointment is some variation of NO. The *Handling the NO* techniques provide the appointment setter a professional, non-confrontational and effective way to control a telephone prospecting conversation and convert more of those conversations into appointments.

There are two Key Performance Indicators (KPI) that matter when measuring the performance of an appointment setter (dedicated telemarketer, inside or field sales rep.)

1. To measure Efficiency – The ratio of conversations (**C**) generated to the number of dials (**D**) made; commonly called the '**Conversation Ratio**.'
2. To measure Effectiveness – The ratio of appointments (**A**) set to the number of conversations (**C**) generated; commonly called the '**Appointment Ratio**.'
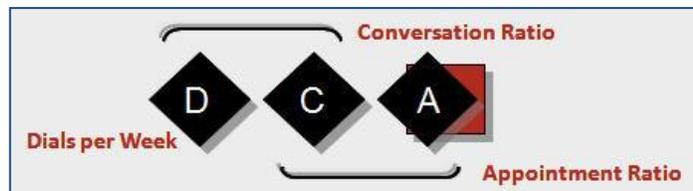
Whether the calls are to warm leads, networking contacts, referrals, or a cold list, improving the skill to handle a No response will increase Effectiveness; and therefore, the flow of prospects into the pipeline.

The most common NO responses heard when an MSP caller reaches a senior executive are these:

1. Not Interested
2. I am not the right guy
3. Happy with my team right now
4. I already Outsource

Close behind those are the old favorites of Too Busy and Send Literature. There is also a smattering of questions that some of the more educated executives will ask.

The ability to control a conversation when these push-backs are presented is the key to an MSP caller increasing their Appointment Ratio. Having techniques that are tailored to the MSP industry will also increase the Ratio.

The *Handling the NO* program will train callers to handle these conversations; plus, it will give managers the tools needed to coach/role play callers to even higher performance.

Why does appointment setting require a skills class?

Most appointment setting techniques have us concentrate the majority of our effort on the opening message and then teach us to handle those first objections we receive with logic.

The problem with that approach is that it doesn't work as well as we think it should; since this is not a meeting. It is a cold call to set up a meeting. There is no logic in the thought process a target goes through when they realize they have been 'cold called.' The first thought is to get the caller off the phone; thus, the first reaction is negative.

Callers fail because they use skills that are not appropriate. This chart lists environmental characteristics that suggest different skills are needed *to set appointments* than the skills used to *run an appointment.*

The skills to **set an appointment** are much different from the skills to **run an appointment**, because the environment is very different. Especially in the effort by the target to end the conversation quickly.

Setting an Appointment		Running an Appointment
Adversarial	*Beginning Repartee*	Collegial
Rapid	*Pace of the exchange*	Measured
Knee Jerk & Dishonest	*Responses from target*	Business logic
Memorize the Technique	*Preparation to succeed*	Can think on feet

Success is being able to help the executive see that there is value in the meeting because it is not really about their technology. Field sales reps are terrible at setting appointments because they think their selling skills will work. They don't.

Role play and continuous learning is important to learn the skill; and learn it in the context of how to recognize where the conversation should go to improve the chances of setting an appointment. The caller's response to the NO must be automatic, natural and confidently delivered. One cannot wing this and win; and, it is 'expensive' to learn while playing.

The **Handling the NO** *program for MSPs has three options.*

1. **Video and Skills Curriculum**: Designed specifically for the MSP appointment setter, the deliverables are three videos, plus a word document with scripts for the unique techniques. Callers will learn the techniques, plus how to personalize them to fit their voice. The Video and Skills Curriculum is a one-time purchase for use by all callers. $475 one-time fee.

2. **Private Coaching: (video required)** After watching the videos, callers schedule two 1 on 1 private web classes. There, an instructor helps the caller to finalize their opening script, to answer questions about the use of the techniques and to role play key techniques. On-going coaching can also be scheduled, if needed. $275 per caller for first 2-session package.

3. **Immersion: (video required)** Join other MSP callers in a multi-week program that combines skills training and role play. Includes a bonus class on techniques to use when doing Direct Mail follow-up calls. Managers are invited to attend as our guest to learn how to Role Play with their callers after class. $420 per student.

For more information, contact Bob Howard at 901-327-8686 or bob@contactscience.com